

## GRAHAM SALES CO. SELLS BETHLEHEM

Well Known Dealers in Truck  
Attachments Add a  
New Line.

Announcement was made last week that the Graham Brothers Sales Company of New York, with headquarters at 1503 Broadway, has taken over the agency for the Bethlehem truck, which is made in Allentown, Pa. This wide-awake company controls large territory, with eighty-five dealers. It operates in the State to Albany and Schenectady, throughout Connecticut and Long Island and in the eleven northern counties of New Jersey.

The active heads of this big organization are W. O. Crabtree, president, and P. R. Valpey, vice-president. Discussing the acquisition of the Bethlehem truck, Crabtree said:

"The fact that Allentown is but thirty miles from New York, with the certainty of delivery by road if necessary, played a big part in our decision. We believe the truck itself is a fine piece of machinery. We also found that the present users of Bethlehem trucks had found them highly satisfactory. We are building our business for the future, and along that line believe that an efficient service station in the right location is the biggest thing which we can give to the Bethlehem truck."

The Graham Brothers Sales Company will handle in conjunction with the Graham Brothers truck business, with which it has been most successful during the past year.

Mr. Crabtree and Mr. Valpey formerly were employed in the New York branch of the Willis-Overland Company in wholesale work, the former having the direction of the New York and Connecticut territory and the latter taking charge of New Jersey.

Mr. Valpey was with the Overland for four years, first going with them in 1913. Previously he was connected with the distributor of Pierce-Arrow cars in Detroit and before that spent five years with the National Cash Register Company.

Mr. Crabtree before going with the Willis-Overland Company was branch manager for the Chevrolet Motor Company in New Jersey. Mr. Valpey says: "We attribute our success mostly to the high grade product which we have had to sell and also to the hearty support that our dealer organization has given us. Our personal knowledge of the territory, which we control and the former association we enjoyed with our dealers have helped considerably."

"The spring holds forth every promise of a successful business for both the truck business and the new truck which we are taking on. We expect to utilize our former dealer organization without in any way disturbing the sale of the Graham trucks. We believe the Bethlehem truck will be a big asset to our dealers and likewise help the sale of the Graham trucks."

The Bethlehem territory comprises the same territory as the Graham territory, with the exception of the Philadelphia territory, that is, eastern Pennsylvania and southern New Jersey."

## HAVE BRAKES EXAMINED.

May Save Your Life and Will Cut  
Tire Bills.

As you bring your automobile to a sharp halt before the upraised hand of the policeman at the street intersection have you noticed at times how the rear wheels of the automobile ahead of you act? Have you noticed one bus around while the other locks?

That peculiarity, in the language of the automobile expert, is the penalty of faulty brake adjustment. The locked tire is called upon to resist the pressure of automobile and pavement alone, the consequence very often being a badly gouged tread.

"Before a man sets out in his automobile he should give a thought to his tire testing feet maintained by the B. F. Goodrich Rubber Company. He should see that both brakes grasp with equal effectiveness, that the brake linings are clean and dry."

"If one brake is looser than the other, not taking hold simultaneously, not only is the locked tire damaged, a great piece of money is lost, but the safety of the motorist himself is jeopardized. Properly adjusted brakes give him perfect control over his motor and respond to his touch."

"I have seen tires with a section the size of a man's hand gouged out of the tread when uneven brake tension caused one wheel to lock and slide while the other rolled. Let the wheels keep turning, but under the slackening pressure of the brake, and your car will be brought to a standstill more quickly, with greater safety and without detriment to tires."

—M. A. Carpenter, Worcester, X. Y.

## VELIE MAN OVERCOMES HOODOO

Sales Manager Bradfield Proves 18  
Superstition Is Hollow.

Some years ago—forty more or less to be exact, Friday the 13th of November, ushered into the world at Lowell, Mich., a boy who according to superstition should have been unlucky throughout his life. Not so with the boy, F. B. Bradfield, however. His first cry was for something to do, and he has been doing things ever since.

After completing grade school work in Lowell Mr. Bradfield was sent to Grand Rapids, Mich., to conquer a high school education, and later spent four years at the University of Michigan in literature and social science.

Leaving Ann Arbor in 1896 he engaged as an inspector of railroad ties which rough and hardy work often carried him on snowshoes through the woods of Michigan, Minnesota and Wisconsin and into the very heart of the timber region.

Here again we learn the thirteen hoodoo followed him. Whenever he found a bug it was usually No. 13. He worked for \$13 a week and stood it for thirteen months.

Returning to Grand Rapids Mr. Bradfield engaged in the retail carriage business, in which line of endeavor he prospered for several years. As the automobile came into general use and high grade carriage sales declined he did the right thing, recognized the ultimate result and went into the retail automobile business and soon became a prominent factor in the local trade.

In 1911 Mr. Bradfield gave up his own business to accept an offer made him by the manager of the Velie Chicago branch to become his assistant. His executive and sales ability was early recognized by the factory, and the following year he was moved to Boston as the Velie branch manager for New England. Here again his work soon demanded recognition, and in 1915 he was given supervision of Velie sales in all territory east of and including Chicago. Mr. Bradfield established his headquarters at the Velie Chicago branch and had begun to make things hum in the enormous task of agency supervision assigned to him when he was called to the Velie factory in Moline, Ill., as general sales manager, which position he accepted January 1, 1916.

## Short Cuts to Repairs

### An Easy Way to Grind Valves on a Buick Car.

Figure 7 illustrates a labor saving plan to grind valves. Put the valve in a cage and lock the stem in a vice in a horizontal position. Fasten a long, light coil to a hook in the bench between the vice. Attach a spring to this spring and wrap it once around the shoulder of the cage. Put on the necessary grinding compound, then, by pulling the string backward and forward, the valve can be ground rapidly and easily. The pressure of the valve on the seat can be regulated by the position of the hand and the direction of the pulley.

—M. A. Carpenter, Worcester, X. Y.

### A Method for Removing Wheels.

When a wheel puller and other contrivances fail to remove a wheel, the plan shown in Figure 8 should be tried.

Unscrew the axle nut flush with the end of the axle. Place a bar across the end of the axle and fasten same to the wheel by means of a tightened chain. Place a second bar across the first one and fasten with a chain at the intersection. By means of this second bar, attempt to pry the wheel off. If this is not successful, strike the bar with a sledge hammer at the point where it lays across the axle.

—Howard V. Akin, Johnstown, N. Y.

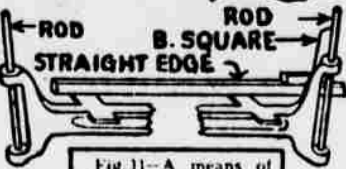
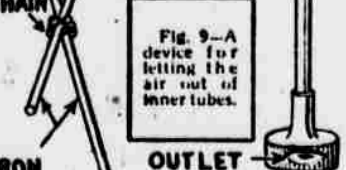
### A Device for Letting the Air Out of Inner Tubes.

This may be made by driving a nail into a valve cap, so that when it is fastened on the valve it will raise up and permit the air to escape through an outlet filed in the cap. See Figure 9.

—O. E. Lynn, care Tire and Electrical Service Co., Lawrence, Kansas.

### To Lubricate Squeaky Springs.

A remarkable composition has at last been discovered, which can easily be applied to springs without the aid of a jack or any tool, and which, of its own accord, spreads evenly between the leaves of the spring and thoroughly lubricates them, preventing rust and noise. This substance is manufactured by S. C. Johnson and Son, and is known as "Johnson's Stop-Squeak Oil." It can be purchased from all dealers and garages.



### A Sure Way to Straighten Axles.

Straighten the center of the axle, so that the spring chairs are level and square with each other. Next, lay the straight edge from chair to chair. Then put rope through the holes where wheel axle bolts have been removed. Put level square on straight edge at end of axle and make blade of level square conform to rods through holes. Now, put square at bent end and make rod come to the level square. If the axle is twisted, the rods should be made to line up with each other. This is illustrated in Figure 11.

—Matt J. Wolfe, West Carrollton, Ohio.

### To Heat Closed Cars.

Figure 12 illustrates a convenient means of utilizing the heat of the engine to warm the car. The floor board should be cut, as shown in diagram, allowing room for clutch and brake pedals. Bore a series of holes to permit the heat from the engine to enter the car.

—Ralph Crook, Palmer House Garage, Culver, Ind.

### A Useful Device for Removing Valve Plungers.

An old file may be pointed, as shown in Figure 13. Insert the file into the top of the plunger and fasten it by means of a few light touches with the hammer. Then turn it until the plunger is removed. This can be used where the shoulders are worn or the rods are twisted off.

—Louis H. Kravis, 176 Broadway, New York City, N. Y.

### A Means of Holding the Lower Half of a Bearing When Scraping It.

When the entire connecting rod is removed, place in a vise and set the cap on it in a reverse position, as shown in Figure 14. When only the cap is out, or when cap screws are employed instead, place the two old cap screws in a vise and lay the cap over same.

—Delmer R. Smale, Chelsea, Mich.

## FARMER FINDS CAR PAYING INVESTMENT

Rural Tour Convinced Student-  
baker Official Motor Is In-  
dispensable on Farm.

By E. T. HODGKINS,  
General Sales Manager,  
Studebaker Corporation of America.

"No doubt many people have the idea that the automobile on the farm serves no purpose other than as a plaything—a thing of luxury. I should like to have had a few of these individuals with me on a trip I made through the farming centers of the country last fall—a trip that was replete with interesting experiences. Coming in personal contact with hundreds of farmers throughout a prosperous agricultural section I feel that I obtained the correct view of the motor car on the farm."

"Investigation convinced me that the automobile bears about the same relation to the general farm management and operations that the telephone bears to the home, and who for a moment would think of doing away with that great convenience? Certainly not the one who has been in touch with it and who knows and can appreciate its many phases of usefulness. So it is with the car. It is the quick message work or the speed up job where the motor car comes in to do its part in the farm economy."

**Links Town and Country.**  
"The automobile has brought the city to the country, and vice versa. From this both have profited socially and financially. While we have been talking of good roads, the automobile has brought them up to us and lessened the cost of farm produce by reducing the cost of transportation. Because of the motor car farmers have acquired the urban habit of going after what they want as soon as they want it. No longer do they allow their wants to accumulate, as in the old days. Thanks to the automobile, supply shelves are always kept full."

"The utility of the automobile on the farm is demonstrated in many ways. Farmers who live fifteen to twenty miles distant from their market used to consume an entire day making the round trip, and at times, if the day proved unusually hot, it would be along into the night before the tired horses and back on their farms in a few hours—ready for a day's work at something else."

"There are always more or less light jobs to do around a farm which in order to accomplish successfully or to work out at a profit must be done quickly. For instance, a five mile trip must suddenly be undertaken. The teams are away or at work and would be too slow anyway. What can be done? No way to go—but wait! What about the automobile? And almost before you could think about hitching up a horse the car is halfway toward the end of the journey."

### Saves Drain on Farm Horses.

"Again, the binder breaks down on a busy day—no repairs less than ten miles away—no more work for half a day. But, hold on, the automobile! The horses are tied to the fence, a speed up trip is made to town and the binder is again running at full speed within an hour. You can't convince this farmer that the automobile is a luxury!"

"The car may have its daily application, too, as well as its occasional. It will save time on the modern farm and at the same time be a source of healthful pleasure to some one of the family. For instance, mother needs to go to town on business. Elizabeth can drive the car just as well as her big brother, and so away they go with heads up."

bright eyes and rosy cheeks, back in time to have dinner waiting for the men. No teams stop from work, and no delicate women around this automobile home!

"Some one has to go to the train, or another has to be met. It is just milking time and the boys or men do not like anything to interfere with the regular work, and so mother and Elizabeth, or one of the other children, take another enjoyable ride without disturbing the machinery of the farm or upsetting the plans of those particular boys and men."

"A valuable horse or cow is suddenly taken seriously ill and a certain medicine is absolutely essential to the successful treatment of it. The only hope is the druggist, miles away—but the car is equal to the emergency and speeds up the drive in time to save a goodly percentage of the entire first cost of the machine."

"These are not overdrawn fancies of the imagination. They are but a few of the everyday occurrences I found here and there over the land wherever the use of the automobile has become general."

### TRUCKS FOR SHORT HAULS.

Cooperation Instead of Competition  
With Railroads Necessary.

Solution of our transportation problem rests not only in the addition of the motor truck to our land shipping facilities, but in the utmost cooperation between the motor truck and the railroad, says W. O. Rutherford, general sales manager of the B. F. Goodrich Rubber Company. Economy, he points out, comes through magnificent cooperation of public and private utilities and to put the truck on a competitive basis with the steam road rather than cooperating with it was to chance waste of money and time.

Let the railroads take care of the long hauls and the motor truck the short hauls, is Mr. Rutherford's plan. To substantiate the soundness of this plan he cites the government rule in Britain to-day—motor trucks carrying all freight within a twenty-five mile zone and trains everything beyond.

"In our enthusiasm," he continued, "we must not underrate the economy of the efficiency of adequate railroad transportation. True, we know that in a great national emergency, the railroads have failed, but imagine, for instance, a freight car loaded with fifty tons of coal going from a Pennsylvania mine to Chicago. It is the most economical method of transporting that load of

coal known to-day. To give that load of fifty tons to ten five ton trucks would be uneconomical in the extreme. It is safe to say that trucks could never compete with the railroad under these conditions."

"The need for good roads everywhere is too apparent, too well known, to require any proof. An for a system of connected and coordinated highways, it does not exist. The fleet of army trucks which made the run from Detroit to the Atlantic seaboard encountered many and serious difficulties. It was necessary to spend months in planning the route, in investigating conditions, building gaps and repairing and strengthening such parts of the road as were impassable for trucks."

"But there is a class of freight business which the railroad cannot handle so well. It is the class which clogs its terminals. Imagine a concern, located twenty miles outside of a large city, sending goods either by freight or by express to a customer located ten miles out of the city on another railroad. Here are two short hauls, one for each railroad. The consignment goes through terminals and altogether is handled ten or a dozen times before it reaches its destination."

"The motor truck, on the other hand, is direct, requires no terminal or transfer depot and only two handlings, loading and unloading."

Mr. Rutherford predicts that 700,000 trucks will be in operation this year.

### BIG SAVING IN TRUCK COSTS.

Takes Fewer Bushels of Wheat to  
Buy Republic Now.

Farmers who are buying Republic trucks now are making an astonishing saving—measured by the prices which all farm products command.

Take one of the seven Republic models—Republic Special—as an example. It would have taken 1,054 bushels of wheat in June, 1914, to pay for a Republic Special at its present price. Now it takes less than 500 bushels of wheat at the spot cash price you get at your nearest market to pay for this full sized sturdy truck for service in every line of lighter trucking and for economical hauling of lighter loads where the heavy duty Republics are used.

A clean gain of over 500 bushels of wheat. Some saving!

The saving on this model is from one-third to more than one-half if you figure it in corn, oats, cotton, beef, cattle or hogs.

### One and a Half Ton Dodge Brothers Truck.

Colt-Stratton Company is now displaying a line of Dodge Brothers cars for commercial as well as passenger use. It includes Dodge Brothers half ton commercial car, used mainly for retail delivery service; also the one and a half ton truck shown above. In this are combined Dodge Brothers well known power plant and the Torbenen

internal gear drive rear axle. The price complete with body and cab is \$1,490 f. o. b. New York.

According to a recent issue of Motor World Colt-Stratton Company's splendid record as dealers in Dodge Brothers cars is in great part due to the modern service station which they maintain at 109 West Sixty-fourth street.

### BETHLEHEM MOTOR TRUCKS

Internal Gear Drive  
Dependable Delivery

Dependable Delivery

Dependable Delivery

Dependable Delivery

Dependable Delivery

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## PEERLESS EIGHT

If You Want One, Act At Once

We can promise you a Peerless Two Power Ranger, if you will order at once.

There will be no gasoline shortage but the express car and freight car situation is past the shortage point; practically none are to be had for the shipment of automobiles.

Let us demonstrate the Peerless Two Power Ranger to you and arrange to dispose of your used car.

Seven Passenger Touring \$2340 Roadster \$2340 Limousine \$3690  
(Weight 2500 pounds) Sedan \$2990 Coupe \$2850

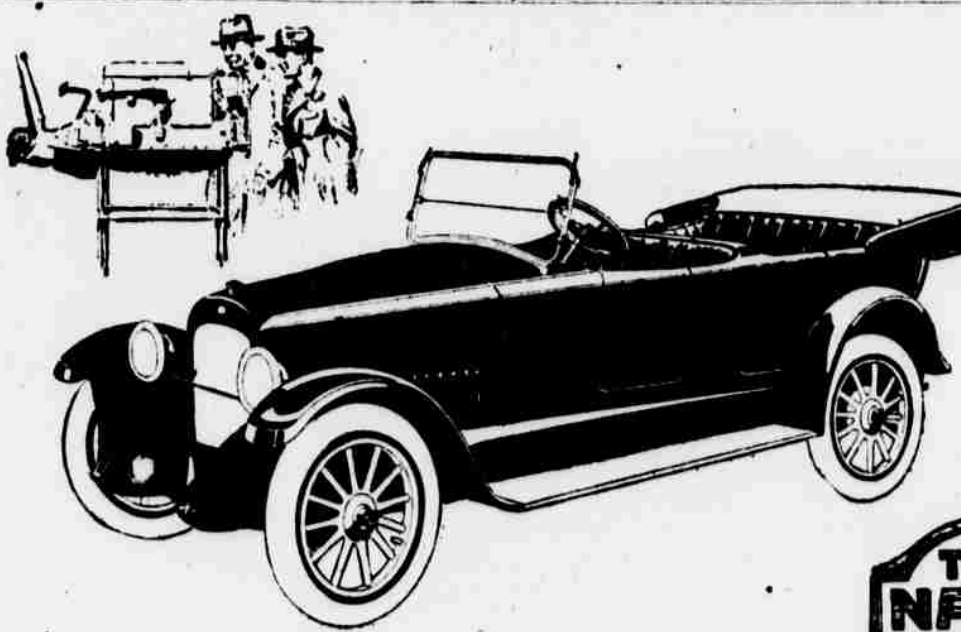
All prices are f. o. b. Cleveland; subject to change without notice.

## Van Cortland Vehicle Corporation

Metropolitan Distributors

1896 Broadway at Sixty-Third St.

George D. Knox, Peabody, N. Y.  
E. J. Crawford, Peekskill, N. Y.  
L. A. D. Motor Corp., 1401 Bedford Ave., Brooklyn, N. Y.  
Van Motor Co., 117 Broadway, Newburgh, N. Y.  
Reo Garage, Inc., 876 E. 12th St., Bridgeport, Ct.  
David Schenck, Mgr., 530 E. 12th St., Bridgeport, Ct.  
John Van Benschoten, Poughkeepsie, N. Y.  
J. T. Hull, Meriden, Ct.  
Farr Motor Car Co., 222 Broad St., Newark, N. J.  
Erie Motor Car Co., 222 Broad St., Newark, N. J.  
White Motors Co., 326 Crown St., New Haven, Ct.  
W. H. Phoenix, Center and Leavenworth Sts., Waterbury, Ct.  
Reed & Robbins, Plainfield, N. J.  
D. F. Anderson, Summit, N. J.



PERHAPS no other motor car so quickly gained widespread recognition or so quickly justified the faith of its builders, and of those who looked to them for a superior product, as has the Nash perfected valve-in-head Six.

Five-Passenger Touring, \$1295.  
Four-Passenger Roadster, \$1295.  
Sedan, \$1985. Seven-Passenger, \$1465. Prices f. o. b. Kenosha.

## Kaufmann-Morris Co.

1776 BROADWAY Phone Columbus 4395  
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123 West 64th St. Phone Columbus 3088  
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L. A. D. Motor Corporation, 1401 Bedford Ave., Bklyn.  
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Victor A. Wise & Bro., Morristown, N. J.  
Newton-Humphreys Co., 324 Washington St., Newark, N. J.  
Center St. Garage, 19-21 Center St., Middletown, N. J.  
A. J. Higgins, 1425 Grand Concourse, Bronx, N. Y.  
Monmouth Motors Co., Ashbury Park, N. J.  
Thompson-Goodman Co., Plainfield, N. J.  
John Van Benschoten, Poughkeepsie, N. Y.

## NASH MOTORS

VALUE CARS AT VOLUME PRICES

## BORDEN'S Condensed Milk Co.

## Buys MORE BETHLEHEM Internal Gear Drive MOTOR TRUCKS Dependable Delivery

## Why?

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in New York City

## BETHLEHEM TRUCK CO., OF NEW YORK, Inc.

E. H. JONSON, President  
Broadway at 60th Street  
Telephone Columbus 1352

Exclusive distributors for this territory under  
written contract with the Bethlehem  
Motors Corporation